

Liverpool John Moores University

Title: INNOVATION MANAGEMENT AND ENTREPRENEURSHIP
Status: Definitive
Code: **7503ST** (103704)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 32.00
Total Learning Hours: 150
Private Study: 118

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Research (1750 words)	25.0	
Exam	AS2	Business Plan (4000 words)	75.0	2.00

Aims

To develop a critical awareness of the importance of innovation as a core competence

To evaluate and apply a range of innovation models and concepts to a wide range of organisational contexts

To develop the skills required to foster innovation in products, services and processes

To imbue students with an entrepreneurial philosophy and culture

To equip students with a detailed knowledge of both the practical application and

*theoretical inferences of entrepreneurialism in both an Irish and international context
To foster in students the importance of the dynamics of change management and its
implications for organisational development*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate innovation as a process
- 2 Critically assess the potential of innovation concepts and ideas as a source of competitive advantage
- 3 Identify and analyse the characteristics, functions and varying perspectives of entrepreneurial leadership style and application
- 4 Analyse and evaluate the value of intellectual property and its security
- 5 Identify the relevance of entrepreneurial activity as an alternative in the current economic and marketing climate
- 6 Critically assess and apply innovation management techniques which contribute to the building of an innovative organisation
- 7 Evaluate and apply team concepts and techniques

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	2	3	5	6	
Exam	1	3	4	5	7

Outline Syllabus

*The process of Innovation:
Production of knowledge
Transformation into products, services or processes
Matching outputs to market needs
Business Planning and Innovation:
Building an organisation for growth
Risk management
Issues in Innovation Management
Technology Strategy and Management:
Technology for Entrepreneurs
Project Management
Managing high technology operations
Organisation and Management:
Development of new products or services
Leadership and Change Management
Ensuring information and knowledge flow
Entrepreneurship:
Characteristics and skills of the entrepreneur
Entrepreneurship: from idea to enterprise*

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Drucker, Peter F.,
Publishing Year	2007
Title	Innovation and entrepreneurship: the classic Drucker collection.
Subtitle	
Edition	
Publisher	Elsevier
ISBN	

Course Material	Book
Author	Howorth, C & Westhead, P.,(
Publishing Year	2009
Title	Entrepreneurship : Theory & Context.
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Kurato, D.F.,
Publishing Year	2008
Title	Entrepreneurship : Theory, Process & Practice
Subtitle	
Edition	8th Edt
Publisher	South Western College Publications.
ISBN	

Course Material	Book
Author	Drucker, Peter F
Publishing Year	1985
Title	Innovation and entrepreneurship: practice and principles
Subtitle	
Edition	
Publisher	Harper and Row.
ISBN	

Course Material	Book
Author	Ettle, J.,
Publishing Year	2006
Title	Managing Innovation: new technology, new products and new services in a global economy.
Subtitle	
Edition	2nd ed.
Publisher	Oxford: Butterworth Heinemann
ISBN	

Notes

Lectures and tutorials.